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CHULA VISTA, CALIFORNIA

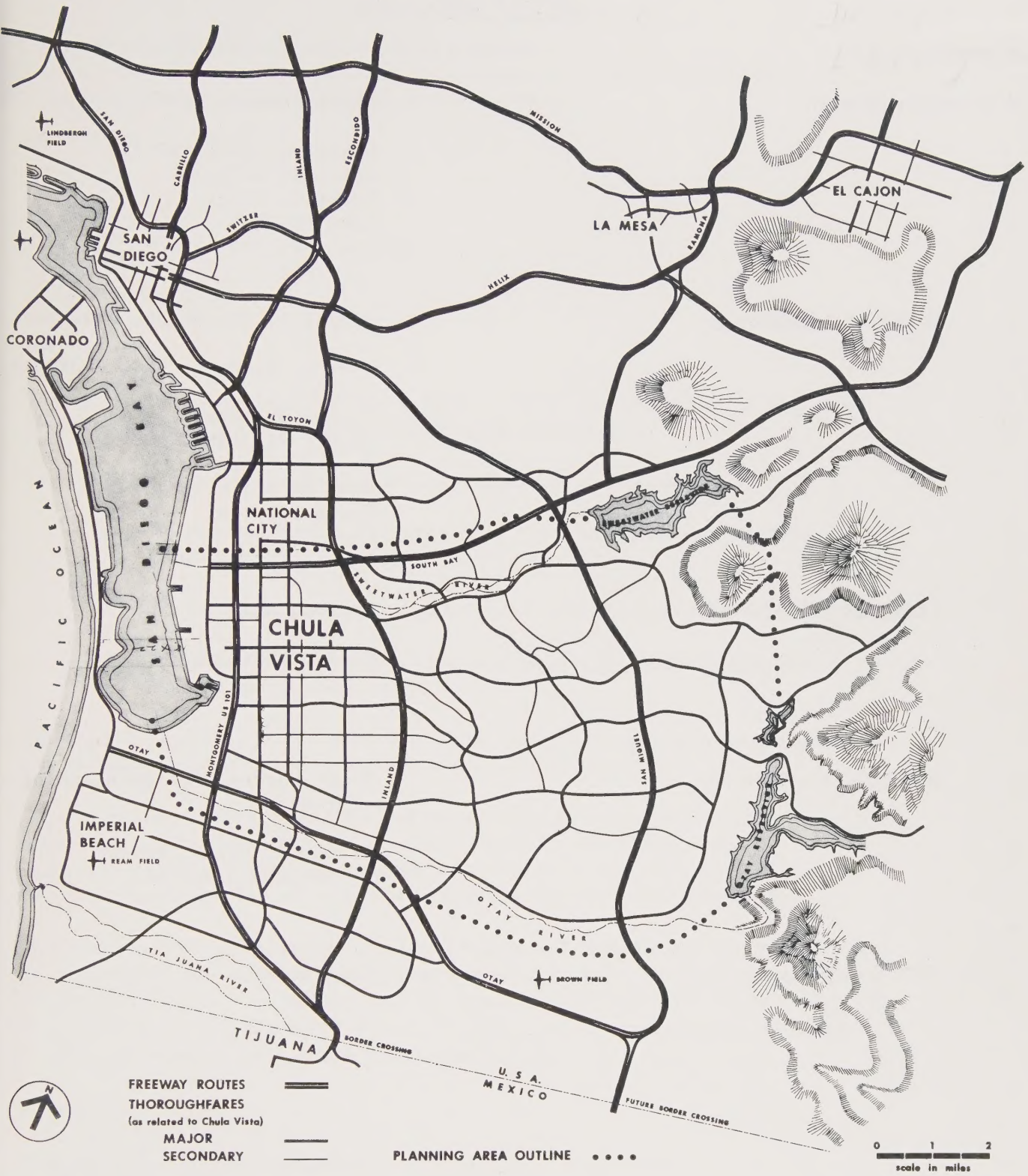
MEMORANDUM REPORT
ON RESEARCH

(General Plan Series) December 1963

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CHULA VISTA METROPOLITAN SETTING: 1990

WILLIAMS and MOCINE, CITY and REGIONAL PLANNING, SAN FRANCISCO, CALIFORNIA

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Director

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CITY ENGINEER

Lane Cole

December 19, 1963

Chula Vista City Council
Chula Vista Planning Commission
Civic Center
Chula Vista, California

Gentlemen:

Pursuant to our contract of November 7, 1962, we are pleased to submit the Chula Vista Memorandum Report on Research.

Basic research was conducted for three principal purposes:

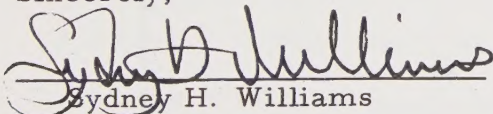
1. To analyze and understand historical changes and existing conditions in Chula Vista.
2. To forecast population and economic growth and changes.
3. To establish a means of measurement for determining the land needs of the future.

The basic research summarized in this report provides a foundation for the development of the General Plan for Chula Vista.

At our request, Dee Eberhart and Jerry Rogers of Larry Smith & Co. were engaged to review the economic conclusions of this report. Although certain additional studies were made as a result of this review, the responsibility for all conclusions in the report remains our own.

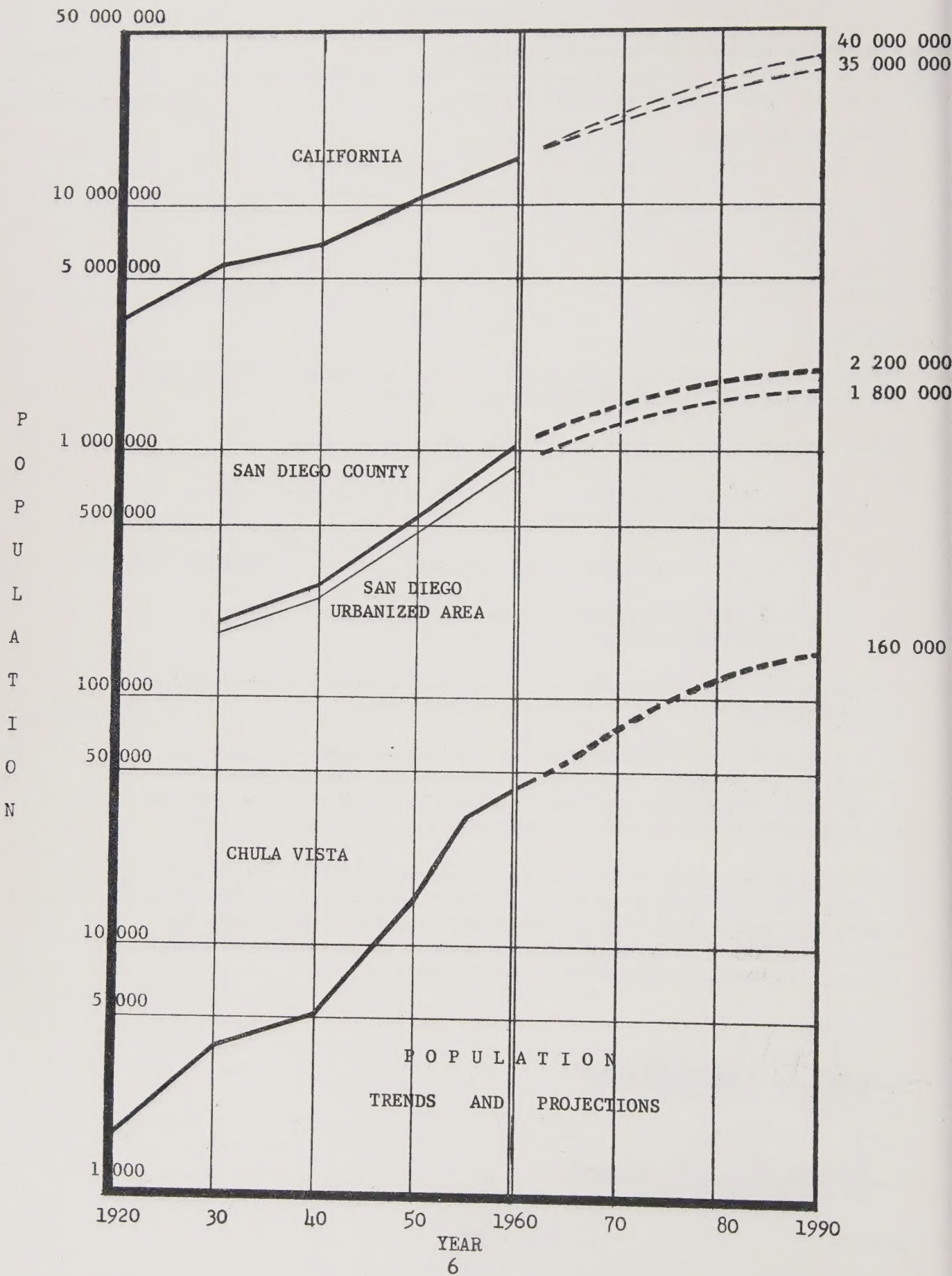
We have had the assistance of many groups and individuals in Chula Vista in conducting the research program and wish to take this opportunity to thank all of them. In particular, the members of the staff, under the direction of Acting Director Bruce Warren and his predecessor George Fretz, have been most cooperative and helpful.

Sincerely,


Sydney H. Williams


Corwin R. Mocine

SHW:tk



SUMMARY AND CONCLUSIONS

General

Chula Vista is located on the east side of the San Diego Bay about 8 miles south of the San Diego central business district. A 1962 population of over 46,900 makes Chula Vista the second largest city in the San Diego metropolitan area. The planning area, including the present city limits and the natural expansion area between the Sweetwater and Otay Rivers, contains over 40,000 acres. This is sufficient area for an eventual population of almost double the 160,000 projected for 1990.

Location, existing pattern of development, present characteristics of population, housing and commerce, and discernible trends in each, all indicate Chula Vista does not differ significantly from the characteristics of the San Diego urban area as a whole. Future development and characteristics of the Chula Vista planning area will also generally reflect those of the San Diego urbanized area.

The following conclusions, projections, and analyses in this research report are based on the following standard demographic assumptions:

1. No devastation or catastrophe will alter the present trends in the development of technology, population mobility and the production of wealth.
2. The national economy will not be subjected to a major economic depression resulting in changes of employment and marketing throughout the nation.
3. The national defense industry will not fluctuate drastically but will tend to maintain a fairly constant level of activity nationally and also in the San Diego area.

Population Growth and Characteristics

The Chula Vista area has experienced an extremely rapid growth since the end of World War II (population has more than tripled) and can expect to continue to grow rapidly for many years in the future, though at a somewhat slower pace (so that it will almost quadruple during the next 30 years).

Chula Vista has a young population. Its families have a high percentage of school-age children, slightly above-average income and education, but a below-average number of college graduates. Chula Vista has a

very small non-white population, less than one per cent of its people fell into this category in 1960.

Employment

The entire San Diego economy is heavily concentrated in the aerospace industry, the health of which is dependent on federal government policies. The economy of Chula Vista, in addition, depends principally on the level of activity of one employer (Rohr Corporation) engaged in aircraft components manufacturing. Thus, not only the jobs of Chula Vista residents but also the entire economic well-being of the community are subject to the fluctuations of the aerospace industry. Greater stability can be achieved through industrial diversification, which should be aided by the development of port facilities along Chula Vista's waterfront.

Employment in the San Diego area is expected to grow about 2.4 per cent annually during the last half of the 1960's, and 2.6 per cent annually during the 1970's.* Higher proportions of employment growth will occur in the non-manufacturing fields--construction, transportation, communications, trade, finance, insurance and real estate, business and personal services, and government.

Land Use

Residence - A 15-20 per cent increase in the population of the older presently developed areas will result from construction on parcels of land now vacant and from replacement of present one-family facilities with multi-family structures in appropriate locations.

The greatest increase in Chula Vista's population will occur in areas not now developed--in vacant land to east and south of present development, and in the outlying areas--Bonita district of Sweetwater Valley, the Southwestern College area, and nearby developable areas accessible from each of these centers of activity.

A significant majority of homes in Chula Vista are owner-occupied and valued at between \$12,000 and \$25,000. There is already, however, a large number of apartments and other multi-family dwellings, and the proportion of multi-family residences is expected to increase in importance. This will provide housing for transients and temporary personnel, both military and civilian, as well as minimum-upkeep housing for single people and retired couples.

*Stanford Research Institute, The California Economy - 1947-1980, Menlo Park, 1961.

The largest area of the privately-owned land east of the present inhabited area of Chula Vista is controlled by three large landowners - United Enterprises, Inc., Western Salt Co. and Bonita Valley Ranching Co. This small number of owners presents an opportunity for the city and the landowners to plan jointly for location and staging of development to their mutual advantage. Such cooperation can mean better community design, more available open space, private as well as public, a satisfactory range of housing types and costs, lower costs for the installation and maintenance of utilities, and better access and saleability. These potential economies and other advantages are great enough to justify every effort on the part of the city to attain cooperation with the county and the landowners in the planning area.

The planning area includes substantially more land than will be required to accommodate the anticipated population growth within the planning period at recommended densities. In order to avoid undue scatteration and to economize on the costs of providing urban services, it will therefore be advisable to direct growth to certain sections of the planning area and to keep others in reserve. In deciding which areas to develop and which to reserve, it appears logical to direct development to the mesas, which are suitable primarily for grazing, and to reserve in agricultural use the prime crop land. This not only would promote a more compact development, but would also help conserve the agricultural sector of the Chula Vista economy.

Southwestern College will create a center of employment, trade and cultural activity, as well as a visual focus for the developing area on the eastern mesas. As with other campuses throughout the State, coordinated planning of the college and community will be mutually beneficial.

Commerce - The new Chula Vista Center, featuring Marston's, and the Unimart Center on the north side of town have attracted much new retail trade to Chula Vista, but at the same time they have drawn some retail trade away from the old central business district on 3rd Avenue. The central business district in the future will have to adapt to this competitive situation by strengthening its role in the Chula Vista economy. Perhaps this could be achieved by putting less emphasis on retail activities and more on financial, office and specialty shop activities.

As an extension of the central business district, a mixture of commercial, professional, and administrative uses has grown up south of the central business district on 3rd Avenue. Further commercial development on 3rd Avenue should be discouraged to preserve its primarily residential character. Professional and administrative offices should be concentrated adjacent to the central business district, particularly on the west side.

Automobile-oriented commercial uses have appropriately though extensively developed on Broadway (Business U. S. 101). Further development on Broadway should be limited to its present extent to encourage concentration of facilities and prevent scatteration and overbuilding by low intensity commercial uses.

As urban development occurs in the eastern part of the planning area, local retail shopping in small commercial centers will have to be provided on a neighborhood basis (i. e. one per 2, 500-5, 000 population). These centers should complement the regional shopping facilities in central Chula Vista and not compete directly with them in scale and service area.

Industry

The Rohr Corporation, presently employing approximately 5, 500 workers (in 1957 peak employment was about 11, 000 workers) in its facilities on the tidelands, has been by far the most significant industrial development in Chula Vista. However, the undeveloped tidelands, with their excellent deep water access, rail service and adjacent freeway, are particularly well suited for attracting diversified industry. The tidelands are generally designated for heavy industry, with the exception of the portion owned by the Santa Fe Railroad, which will be developed for warehousing and distribution activities. Selected areas in the Sweetwater and Otay Valleys are available for light industry and for research and development establishments. The available industrial lands in Chula Vista appear to be more than sufficient to absorb Chula Vista's industrial labor force until well beyond 1990.

Transportation

Chula Vista is served directly by four types of transportation facilities including: the deepwater channel in San Diego Bay, railroad freight service by the Arizona and Eastern Railway (a subsidiary of the Southern Pacific Railroad), the Montgomery Freeway (U. S. 101), and three airports - Lindbergh Field, the major air terminal in the San Diego area, is located about 10 miles to the north; National City airport, an executive aircraft facility 3 miles to the north; and Brown Field, a general aviation facility. Potential transportation improvements in the future include: port facilities (Unified Port District); a second railroad (extension of the Santa Fe from National City to the Chula Vista tidelands); doubling the capacity of U. S. Highway 101; and the completion of the metropolitan freeway network including in particular the Inland (San Diego to Mexico) and South Bay (Sweetwater Valley) Freeways.

Public Facilities

With the recent acquisition of the eight-acre F Street School property, the Civic Center will be able to expand facilities during the planning period to accommodate an enlarged central administrative complex.

The City of Chula Vista will need to work closely with the Hospital and Health Facility Planning Commission of San Diego County in providing for its share of hospital facilities in the larger National City Hospital Service Area.

Many new parks and recreational facilities are needed in Chula Vista. Rapid growth has occurred without any private provisions of land reserves and open spaces, or park and recreational facilities, and has far outdistanced public provision of these necessities. High priority should be given to opening neighborhood playgrounds and parks in conjunction with elementary and secondary school sites. Larger community parks and playground facilities are important also, but of secondary priority.

The yacht harbor, being planned jointly by the city and Port District, will provide an important and attractive recreation facility for Chula Vista. Its development will also enhance the industrial park planned for the adjacent tidelands.



CHULA VISTA TODAY

Although politically independent since 1911, Chula Vista shares the economic fortunes of the San Diego metropolitan area. In the past, Chula Vista has benefited from the boom times created by a combination of military, defense-manufacturing and tourist spending. At the same time, its residents have been subject to sudden, drastic economic reversals when the number of military personnel was reduced or defense spending cut back. In common with the remainder of the area, Chula Vista pins its hopes for future stability on diversification of the economic base, especially in manufacturing and increased reliance on tourist activity.

The newly-created Unified Port District of San Diego is counted on to be a major factor encouraging industrial diversification. San Diego is located in the far southwest corner of the United States, off the main east-west railways and highways which lead to Los Angeles, 125 miles to the north. However, San Diego's distance from Phoenix, Arizona, via U. S. Highway 80, is only 360 miles which gives the port and city a decided advantage in serving the rapidly expanding central Arizona area. Bulk transportation by way of railroad must go either through Mexico (the shortest route) or Los Angeles. San Diego may make a case that shippers can use its port at lower total costs to the midwest or southwest than via the Gulf or Atlantic ports, but the same can be said by Los Angeles, San Francisco and other West Coast ports. San Diego's port will continue to face stiff competition from West Coast, Gulf and Atlantic Coast ports. Much alteration of rail and motor freight rate structures is needed to bring the Port of San Diego to equal competitive status with the Port of Los Angeles-Long Beach, its most immediate rival.

CHULA VISTA IN THE PAST

Settlement of Chula Vista began in 1886 when the townsite was laid out by the San Diego Land and Town Company. The town occupied part of the 42-square-mile National Ranch, an original Mexican land grant which had been bought by the Kimball Brothers in 1868. The name, Chula Vista, translated "superlatively beautiful view," was bestowed by James D. Schuyler, engineer of the original Sweetwater Dam completed in 1887 to provide a supply of good water to the Chula Vista area. At that same time, there were completed two rail lines, the San Diego and Otay Railroad (electrified in 1907 and abandoned in the 1950's) and the Belt Line or Coronado Railroad (now part of the San Diego and Arizona Eastern system) which connected with the Santa Fe in National City. These railroads were the key to the brief two-year boom which Chula Vista enjoyed after its founding. They provided efficient shipment of the lemons and other fruits which were the main product of Chula Vista for many decades.

The boom of 1886 to 1888 was short-lived and thereafter, until the time of the first World War, the population of the area did not increase significantly. Production of citrus fruits--mainstay of Chula Vista economy--was subject to the vagaries of the weather, such as the seven-year drought of 1897 to 1904 which caused great economic distress in Chula Vista.

When the City of Chula Vista was incorporated in 1911, its population was only 650 (1910 Census figure). By 1920, however, the population had almost tripled to 1,718. Despite the disastrous flood of 1916, in which both the Sweetwater and the Otay Dams failed, the peak of the lemon industry was reached in the early 1920's. Steady production of lemons and celery, the second largest crop, continued until the mid-1930's. This economic strength was reflected in the growth of the town's population which increased to 3,869 in 1930 and 5,138 in 1940.

After 1936, however, the lemon industry began to falter and it was further hurt by the indirect effects of the war years. During the war the Japanese farmers of the area were relocated and pressure to build housing for war industries became intense. In 1941, the Rohr Aircraft plant moved to Chula Vista from San Diego and immediately became the major employer in the city. At this time the Chula Vista economy changed rapidly from a predominantly agricultural one to manufacturing and defense-oriented industries. While tomatoes, celery and cucumbers replaced lemons as the major crops of the area, total farm acreage in Chula Vista was more and more supplanted during the 1940's, and particularly during the 1950's, by housing development for workers, as the San Diego metropolitan area expanded. The result was that the population more than tripled between 1940 and 1950 and almost tripled again between 1950 and 1960, rising from 15,927 to 42,034.

CHULA VISTA'S METROPOLITAN SETTING - SAN DIEGO COUNTY

The San Diego area, supporting a population of over a million people, enjoys an exceptionally attractive climate; it has striking physical characteristics in its coastline, beaches, mountains and desert resorts; adjacent Mexico offers further recreational advantages. The area has a long history as a tourist and retirement center and a reputation as a pleasant place to live year-round.

The San Diego metropolitan area is located approximately 125 miles south of Los Angeles and is essentially a separate economic entity though it is a part of the Southern California economy.

In the San Diego economy, manufacturing (primarily aircraft and ordnance industries) is by far the largest and most important element; military (Navy, Marine Corps and civilian employment, etc.) is second; and tourism is third. Agriculture is still significant; and the port activities are becoming increasingly more important.

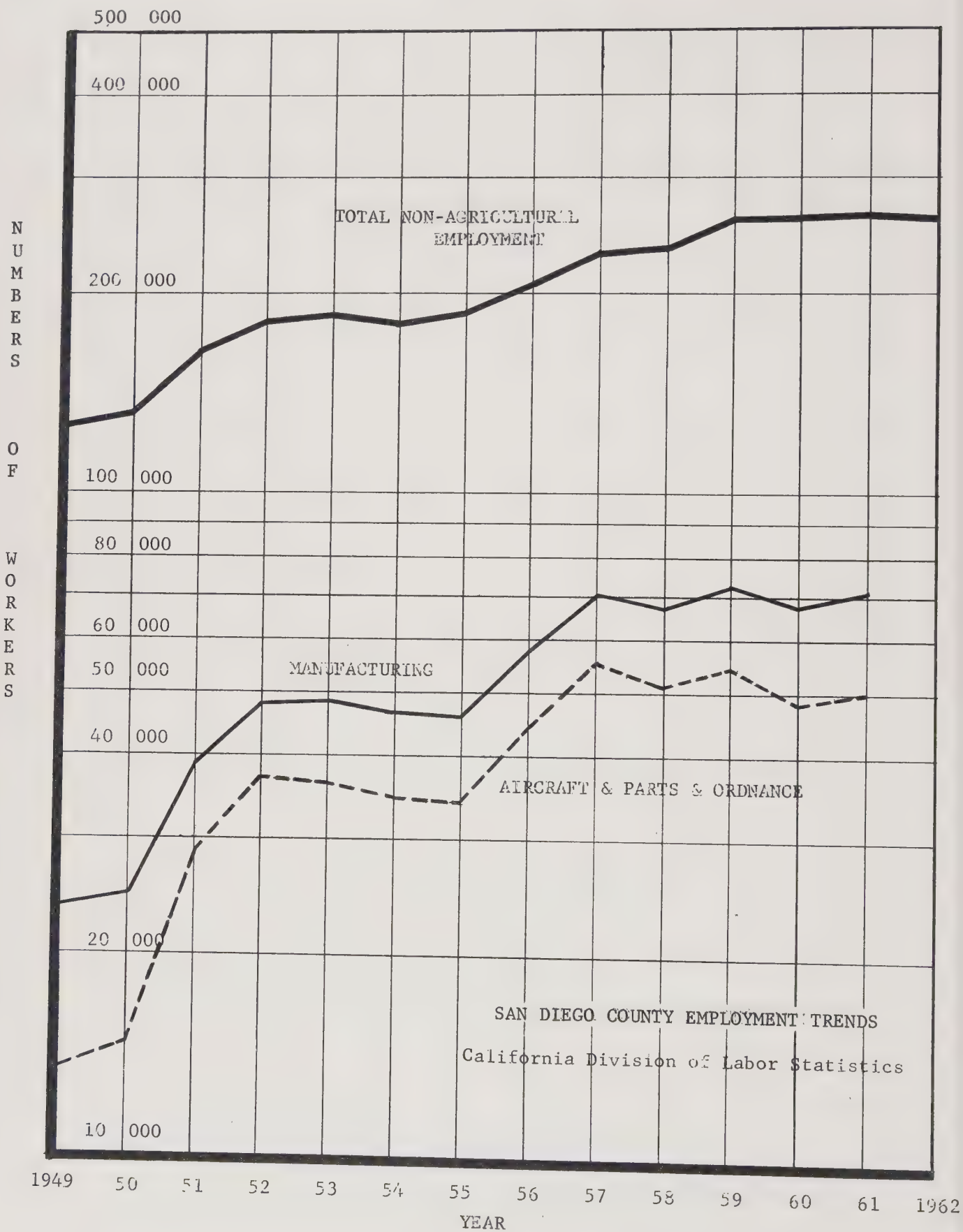
Employment in San Diego County exploded during the 1950's from an average of 127,000 workers in 1949 to a level of 260,000 workers in 1959 and 1960. Employment peaked at 263,000 workers in 1961 and dropped slightly to 261,000 in 1962. The high level of employment was largely due to the sharp increase in manufacturing employment which rose from 23,700 workers in 1949 to a peak of 72,700 in 1959.

The rise in total manufacturing employment was largely a result of employment in the aircraft and ordnance industries, which rose from 13,500 in 1949 to a peak of 55,700 in 1957, followed by sharp fluctuations through 1962.

Unemployment in San Diego County is also significant. Since 1957, San Diego County unemployment has ranged from a low of 2.2 per cent in April 1957 to a high of 8.9 per cent in June 1962. Statewide unemployment during the same period reached a low of 3.4 per cent in September 1957 and a high of 8.7 per cent in February 1961. This indicates the seriousness of unemployment in San Diego County, which continued to higher levels for sixteen months after the recovery trend began in the state as a whole.

Manufacturing

The dominant role of manufacturing and, in particular, aircraft and ordnance industries has already been cited as the most significant influence on economic conditions in the San Diego area. During 1963, employment levels were still in the adjustment period following the peak of 1957.



Military

Large concentrations of Navy and Marine Corps activity have drawn to the San Diego area nearly one-third of the total U. S. military population in California. In addition, approximately 15,000 civilian employees are on the military payroll. At approximately \$268 million in 1959, the military payroll was the second most important source of income for the County.

Tourism

The temperate climate of the San Diego area allows tourism to be exploited as a year-round activity. Tourists spent \$165 million* in San Diego County during 1962.

Possibilities of growth in tourist and convention business are excellent in view of the desirable climate and variety of available activities. Nearby tourist-oriented Tijuana, Mexico, the beautiful beaches and marinas, and the mountains, all attract visitors to San Diego County. New tourist accommodations such as Mission Bay and Shelter Island are very successful. The prospects of a new convention center as an adjunct to other tourist-oriented plans should not be overlooked.

It is conceivable that tourism could become the largest element in the San Diego economy, surpassing both manufacturing and the military. Extensive study on a county-wide basis should be done to explore this field.

Agriculture

Fertile lands which once supported citrus orchards and truck crops on the level coastal plains near the urban centers are rapidly being taken out of production.

While the economic importance of agriculture in San Diego County has been subordinated to that of manufacturing, it does remain a significant element of the economy and needs special consideration.

Port Activities and Foreign Trade

In recent years, the Port of San Diego has increased in importance through growing foreign imports. In fact, imports and exports during

*San Diego Chamber of Commerce figure.

the fiscal years 1960 through 1962 have each increased from 15-20 per cent annually. Use of existing port facilities is rapidly approaching capacity, requiring the construction of additional facilities.

Establishment of the San Diego Unified Port District was authorized by an act of the State Legislature in the spring of 1962, and the District was activated after favorable vote of the area's electorate on November 6, 1962. The primary purpose of the Unified Port District is to develop and operate port facilities on the tidelands and submerged lands of San Diego, Chula Vista, National City, Imperial Beach and Coronado. Each of those cities (except Coronado to this date) has conveyed its tidelands and submerged lands to the District, as required by the Act, and San Diego has also placed its airport under the District's jurisdiction. On these lands, in addition to port and airport facilities, the District will develop related industrial parks, leasing its land to industrial firms for terms not over 66 years, and also extensive recreational facilities, both land- and water-oriented.

Under the terms of the enabling act, the District is governed by a board of seven Port Commissioners, three representing the city of San Diego and one representing each of the four other cities in the District. These Commissioners are appointed by the City Councils of their respective cities; a method designed to insure political responsibility of the District. Classified as a municipal corporation, the District has many of the powers of a city: to take private property by eminent domain; to borrow money and issue revenue or general obligation bonds; to pass ordinances and resolutions; and to collect taxes (through the County Board of Supervisors) to pay its bond charges. It is directed by statute to draft a master plan for harbor and port improvement and for the use of all the tidelands and submerged lands conveyed to the District under the Act. This master plan will in general govern development of the District's lands, except that its provisions may not override or supersede any local existing zoning ordinance in effect on April 30, 1962, so long as that ordinance remains in effect.

CHULA VISTA'S PHYSICAL CHARACTERISTICS

The Site

Chula Vista occupies an attractive and varied physical site. Its older areas are on the coastal plain adjacent to San Diego Bay and its expansion areas lie in the valleys and mesas to the east. The expansion areas consist of an old plateau broken up by numerous canyons and gullies which rise steeply in an easterly direction to the mesas at the top. The climate of the coastal plain is uniformly temperate and quite arid, with mean temperatures ranging from about 56° in January, to about 70° in July, and rainfall averaging 8.76 inches a year. Elevations within the planning area range from sea level to over 600 feet, though the adjacent mountains on the east rise abruptly to elevations of several thousand feet. Altitude, topography, and distance from the sea cause wide differences in micro-climates which may affect the pattern of settlement in the as-yet undeveloped eastern areas.

Metropolitan Setting

Chula Vista, an integral part of the San Diego urbanized area, has shared the population and economic growth of the metropolitan complex.

By virtue of its location on San Diego Bay between the Sweetwater and Otay Rivers, it is the logical governmental unit to annex the mesas and foothills to the east and serve an area of about 40,000 acres or approximately 10 per cent of the buildable land within 20 miles of downtown San Diego. At the present time, however, Chula Vista contains only about five per cent of the population and two per cent of the buildable land within that 20-mile radius.

Comparing Chula Vista with its neighbors, National City, La Mesa and El Cajon, and with the San Diego urbanized area as a whole, we find that Chula Vista is a middle class community with a heavy dependence on jobs in manufacturing.

New residents in Chula Vista are primarily young families purchasing their first homes. Eighty per cent of the residences in Chula Vista are valued at between \$12,500 and \$25,000. The percentage of really inexpensive or very expensive homes is small compared with some other areas, such as San Diego City, National City, La Mesa and El Cajon.

Chula Vista's location in proximity to the bay, harbor facilities, military establishments and the center of the metropolitan activity will permit all types of urban development, making Chula Vista a microcosm of the metropolitan area. New housing development in Chula Vista can contain much the same distribution of size and values as that of the County. The Bonita area, with its residential estate character, can be expanded to enable Chula Vista to attract its share of high-income families. Significant changes in the built up parts of Chula Vista will probably occur. New undeveloped lands like those to the east of Chula Vista can accommodate people of all classes, ages and income levels.

Annexations and General Growth

During the period 1950 - 1960, the city of Chula Vista experienced almost a three-fold increase (163.9 per cent) in population and more than doubled its area (109 per cent) through annexations.

Chula Vista has conducted an aggressive annexation program since 1952. Almost 5,000 acres have been added to the city; however, during the same period only 1,600 acres were developed in residences, commerce and industry.

At the end of 1962, Chula Vista encompassed 3,481.9 acres of land - about 20 per cent of the over 40,000 acres within the logical Chula Vista planning area. A comprehensive approach to planning and development in the Chula Vista area can become a reality and problems of guidance of development can be overcome if annexation stays ahead of development and both Bonita and Otay annex to the City.

Land Use

Distribution of land uses in Chula Vista shows a heavy emphasis on residential development, and is typical of a rapidly expanding city.

Comparison of Chula Vista with an average of 10 satellite cities with populations over 25,000, 11 urban areas¹ and 48 large cities² highlights the following characteristics of development in Chula Vista:

- 1 Bartholomew, Harland, Land Uses in American Cities, Harvard University Press, Cambridge, 1955.
- 2 Niedercorn, John H. and Edward F. R. Hearle, Recent Land-Use Trends in Forty-Eight Large American Cities, The Rand Corporation, Santa Monica, 1963.

1. Chula Vista has developed as a low-density city. Single-family homes occupy approximately twice as much land per population as the average of 10 satellite cities studied and about 10 per cent more than the average of 11 urban areas compared. On the other hand, the amount of land developed per person in apartment houses is very large, more than three times the average of the satellite cities and urban areas.
2. Commercial development in Chula Vista appears to be unusually extensive in the amount of land developed. Though new shopping centers have greatly increased sales facilities and competition, which have resulted in higher retail sales in Chula Vista, the 3rd Avenue business district (the old central business district) has actually lost sales. Chula Vista contains three times as much commercial land (including nurseries, used car lots, trailer sales, etc., and several large areas--shopping centers, markets, bowling alleys, etc.) per person as the 10 satellite cities and more than half again as much as in the 11 urban areas studied. It is possible that exaggerated hopes for growth have resulted in premature commercial development in some areas. Nevertheless, as residential development spreads eastward farther from the city center, additional land will have to be developed to provide shopping centers close to the new residential areas.
3. Industrial land is sparsely developed in Chula Vista. Development per person is about 25 per cent less than the average of the 10 satellite cities and only half that of the 11 urban areas.
4. Parks and recreation facilities in Chula Vista appear substandard compared with other communities. This comparison does not include almost 400 acres in parks and golf courses on its borders; however, large public parks and golf courses do not take the place of well distributed local recreation facilities.
5. Chula Vista has extensive undeveloped land. The amount of vacant land in Chula Vista per person is about double the average in the satellite cities, as a result of a progressive annexation program.

Housing

The quality of housing in Chula Vista has helped to create the city's reputation as a good place to live. The median value of owner-occupied housing is well above the county and state averages: almost 80 per cent of the houses are in the price range from \$12,500 to \$25,000. The median gross rent for housing in Chula Vista is also well above the county and state averages. The size of the housing units in Chula

Vista is slightly below the county average for owner-occupied housing but above the county average in renter-occupied housing. Some 44.5 per cent of the owner-occupied houses in Chula Vista have 5 rooms; 47.8 per cent of renter-occupied housing units have 4 rooms.

Housing starts, following their peak in 1959, continued to decline through 1962, indicating a temporary saturation of the market in both Chula Vista and the county. In 1960, the vacancy ratio was 4.5 per cent in owner-occupied housing compared with 4 per cent for San Diego County and 2.2 per cent for California; and 15.2 per cent for rental housing compared with 11.5 per cent for San Diego County and 8.5 per cent for California.

As expected in communities where almost half of the housing units have been constructed since 1955, the general condition of housing structures in Chula Vista is excellent. Only 4.0 per cent of the structures were found in deteriorating condition at the time of the 1960 census compared with 6.4 per cent in San Diego County and 8.1 per cent in California; and 0.4 per cent dilapidated compared with 1.5 per cent in San Diego County and 2.6 per cent in California.

Traffic and Circulation

The street system in Chula Vista is basically a gridiron system with through streets every quarter mile. However, the pattern has not been continued in some instances, particularly where the development to the east encounters rough topography.

The traffic problems in Chula Vista are primarily those of a gridiron system, in which almost every street tends to be as available as any other for through traffic. Through traffic in residential areas is difficult to control and presents many problems. The largest problem, however, in terms of volume, has been to facilitate traffic to and from Chula Vista, rather than within the city. Problems exist both in the capacity of the arteries serving Chula Vista and in access to these arteries.

U. S. Highway 101 (Montgomery Freeway) is the main trafficway serving Chula Vista and is partially completed as a freeway. Already the interchanges (at E and H Streets) feeding the city are inadequate for the traffic movements, causing congestion and delay. The Inland Freeway (due to be built by 1972) should greatly increase ease of access and movement of through traffic, thus relieving some of the pressure on Highway 101. Also, Highway 101 as presently being designed by the State Highway Department will be improved to eight lanes in order to handle anticipated traffic.

The growth and development of the commercial centers in Chula Vista pose additional problems in traffic circulation, such as means of bypass, ease of access and circulation, as well as adequate parking facilities. The established central business district of Chula Vista on 3rd Avenue needs special consideration and should be provided with adequate circulation to and around it to relieve the present congestion on 3rd Avenue resulting from both through traffic and shopping traffic.

The new Chula Vista shopping center, because of its magnitude and regional importance, will need direct means of access not only from the present city areas but also from anticipated development to the east and the freeways and, in particular, the new Inland Freeway.

Community Facilities

Civic Center - The Civic Center is inadequate for the present level of services. The Civic Center site, recently enlarged by acquisition of the adjacent eight-acre F Street school property, is now large enough to permit expansion of governmental facilities and centralization of activity.

The joint governmental center serving both city and county needs has presently 32,053 square feet in the Civic Center buildings exclusive of the F Street school building. This building must be replaced or completely renovated to be useful for governmental purposes. The present building area occupied by both governmental jurisdictions is estimated by the city and county to be deficient for their current needs by approximately 5,082 square feet.

Fire Stations - Chula Vista has three (3) fire stations to serve its presently developed area. The need for fire stations in cities under 50,000 is estimated by the National Bureau of Fire Underwriters by a formula of 0.12 times the population in thousands, plus 0.85. Allowable travel distances vary from one-half mile to one and one-half miles, depending on the density and type of development. On that basis Chula Vista would need seven, or an additional four new fire stations.

Hospitals - Chula Vista is part of the National City Hospital Service Area, No. 113, which encompasses the entire South Bay area including the communities of National City, Chula Vista, San Ysidro and Imperial Beach. The Hospital District was incorporated in June 1963 and as yet has not prepared a hospital master plan for the Chula Vista area. The Chula Vista Community Hospital located near the Civic Center has

an 88-bed capacity and is planning an addition and modernization program which would add 40 new beds. The South Bay Community Hospital is scheduled for completion soon and will have 51 to 54-bed capacity. There are also nursing and convalescent homes as well as psychiatric facilities in the area.

Further study and coordination with the Hospital District plans will be necessary to provide for the increasing hospital needs of the community. Planning for hospital facilities becomes particularly significant considering the recommendation of the Hospital District that the minimum size for acute hospitals in the area be 150 beds.

Two and one-half beds per thousand population is a standard in common use for the estimation of needed hospital facilities. On this basis, Chula Vista would require about 117 beds to meet current requirements. With the 40-bed expansion of the 88-bed Chula Vista Community Hospital and the 54 beds of the South Bay Community Hospital, the city will have a modest excess of acute hospital beds to take care of future population growth. Neither of these facilities will, however, meet the minimum 150-acute-bed size standard proposed by the Hospital District.

Schools

The Planning Area is served by the Chula Vista City School District for elementary schools, and the Sweetwater Union High School District for junior and senior high schools. Both districts have expanded by annexation at rates equal to or greater than those of the City of Chula Vista. There is, therefore, every indication that the entire planning area will be within these school districts (with possible minor exceptions to the north and south of the existing central part of the city).

Most of the districts' schools lie within the city boundaries of Chula Vista. Four do not; Sunnyside and Allen to the northeast, Rogers (just beyond the city limits on East Naples Street), and Montgomery to the south.

The ratio of school children per family in Chula Vista is quite high. Following are the approximate elementary and high school (public, private and parochial) student enrollment-per-family ratios for Chula Vista, San Diego County and the state as of 1960:

<u>Place</u>	<u>Student Enrollment per Family</u>	
	<u>K-8</u>	<u>9-12</u>
Chula Vista	.69	.20
San Diego County	.57	.18
State of California	.55	.18

In 1960, only 6.9 per cent of elementary school students and 3.2 per cent of high school students in Chula Vista went to private and parochial schools. Despite expected moderate increases in attendance at local parochial schools, the public school systems will continue to serve the great majority of Chula Vista's school children.

The number of school children per family in Chula Vista is not likely to increase, since the fertility ratio now appears to be declining as families mature. New family formation by the young people born during the immediate post-war years, together with continued in-migration of young families, however, will mean a continued growth in the total numbers of school-age children for the foreseeable future. Thus, Chula Vista faces a long-range need for substantial increases in school facilities.

For planning purposes, a ratio of 0.6 students per family is used for elementary school enrollment (grades K-8) and 0.2 students for secondary school enrollment (grades 9-12). However, these ratios are expected to decline somewhat during the first part of the planning period and then increase again to about their present levels during the latter part of the planning period.

Parks and Recreation

Many new parks and recreation facilities are needed in Chula Vista. The rapid growth in land development by private interests is far outdistancing the public provisions of land reserves and open spaces in general, and park and recreational facilities, in particular.

Need for these leisure-time facilities is increasing at a faster rate than ever before. The shrinking work week, the increasing percentage of non-working adults, extended life expectancy, and the large number of children, all place great emphasis on the need for facilities where leisure time can be put to creative use.

Using the recommended standards of the California Committee on Planning for Recreation, Park Areas and Facilities*, Chula Vista

*California Committee on Planning for Recreation, Park Areas and Facilities, Guide for Planning Recreation Parks in California. State of California, 1956.

should have an additional 112 acres of parks and recreational facilities for its present population, or about 168 acres total. This includes 128 acres for neighborhood recreation centers adjoining elementary schools and 40 acres for community parks adjoining junior or senior high school sites. Chula Vista now has 56 acres of land in small neighborhood parks and recreational facilities in the city. The 400 acres in three private golf courses on the borders of the community, while a valuable recreational resource, are not available to many residents. The need for accelerated park and playground expansion is clearly evident.

Public Utilities

Water - The entire Chula Vista planning area is within the service area of the California Water and Telephone Co. Mains are extended throughout the incorporated area from Sweetwater reservoir. The Otay area has water service though the mains appear inadequate in size; the balance of the planning area lacks service altogether.

Sanitary Sewerage - Chula Vista's sewage is sent through the mains of the Metropolitan Sewerage District to be processed in a central disposal plant.

The collection facilities extend throughout the old section of town and mains have been laid in Telegraph Canyon to the new Southwestern College site and in the Sweetwater Valley to Spring Valley.

A special sewer district has been formed in the Otay area to the south of Chula Vista. This new district has contracted with Chula Vista for trunk and disposal plant capacity in the metropolitan system. Thus, in the near future, two agencies will provide sewage collection facilities in the Chula Vista planning area.

Storm Drainage - A special study of storm drainage facilities is presently being prepared by Lawrence, Fogg, Florer and Smith-- Civil Engineers. A summary statement of this study will be prepared and made part of this general plan program.

Tidelands and Waterfront

The tidelands in Chula Vista constitute a most valuable asset in the long-range development of the city. As water frontage becomes increasingly scarce and demand for it increases, the use to which it will be put becomes critical.

The land in Chula Vista west of the Montgomery Freeway constitutes potential prime industrial land. Publicly owned tidelands comprise almost one-half of this total area and have been granted to the San Diego Unified Port District by Chula Vista which received them from the State. Santa Fe Railroad owns an additional 400 acres. Thus, potential industrial land is divided between private and public ownership. Though Chula Vista's master plan of tidelands development covers the entire area, the San Diego Unified Port District has absolute control over its lands.

One of the specific directives of this research report is to explore and determine the best uses for this waterfront area. Possible uses range from waterfront ship terminals and associated industries to recreational marinas and seaside hotels.

Tentative plans of the San Diego Unified Port District include the construction of a terminal facility on the Chula Vista tidelands comparable to the San Diego 10th Street Terminal, an associated industrial complex west of Rohr Aircraft, and a small craft marina. On December 19, 1961, a tidelands master plan was adopted by Chula Vista; the plan was subsequently concurred in by the Unified Port District.

The "Silver Strand" forming the west shore of San Diego Bay, with its excellent and extensive sandy beaches, has become the major recreational area of the south bay. Shallow waters and pollution have militated against recreational development on the east shore of the bay. With the elimination of pollution now substantially complete, and the provision of a deep-water channel, it appears that boating activities could be attractive on the Chula Vista waterfront. A marina with associated boat sales, motel, restaurants, and yacht club would form a valuable addition to the recreational facilities of Chula Vista and would also provide an attractive, character-setting entrance to the tidelands, encouraging a higher quality of industrial development.

ECONOMIC CHARACTERISTICS OF CHULA VISTA

Commerce

Taxable sales for retail stores in Chula Vista experienced a 59.2 per cent growth during the years 1957 - 1962; however, a slight dip occurred in 1960 which is attributed to a county-wide economic slump resulting from a cutback in employment by the aircraft and ordnance industries. San Diego and National City grew at a slower rate during this period.

The opening of two major retail centers--Unimart in the fourth quarter of 1960 and Marston's during the fourth quarter of 1961--has apparently helped Chula Vista capture much of the area's recent growth in retail sales. Per capita taxable sales of retail outlets for Chula Vista rose 15.5 per cent in five years to a level of \$859 in 1962. This figure put Chula Vista somewhat above the level of San Diego County (\$835), but below National City (\$1,366), San Diego City (\$925) and California (\$1,025). On the other hand, the total per capita taxable transactions (including retail stores, business and personal services, manufacturing, wholesaling, contracting and miscellaneous outlets) were down 2.9 per cent from \$1,030 in 1957 to \$1,000 in 1962, due to a 40 per cent drop in manufacturing, wholesaling, contracting and miscellaneous taxable sales.

Between 1957 and 1962, the number of retail establishments in Chula Vista increased 23.6 per cent as compared with a taxable retail sales volume increase of 59.2 per cent, and a population increase of 38 per cent. The taxable sales of business and personal service establishments (e.g., motels, garages, laundries, etc.) increased 93.4 per cent, while manufacturing, wholesaling, contracting and miscellaneous taxable sales, as stated above, were down 39.6 per cent, largely attributed to a decline at Rohr Aircraft, the loss of a lumber yard and a general decline in the home building industry. Total taxable retail transactions (retail stores, business and personal services establishments, manufacturing, wholesaling, contracting and miscellaneous outlets) were up approximately 35 per cent, slightly less than the population increase.

Among the categories of retail stores, general merchandise stores, drug stores, motor vehicle dealers, and service stations (including auto supply stores) had increases greater than the average sales increase of all retail stores (60 per cent). The remaining groups

of stores in this category did not increase even at the rate of the population increase (38 per cent). Home furnishings and building materials sales were down significantly from their 1957 levels.

General merchandise stores showed by far the most significant gain, increasing sales volumes 314 per cent from 1957 to 1962.

Evaluation of per capita taxable sales in the various categories of retail stores during the period 1957-62 indicates the following:

1. The increasing volume of retail sales in the city reflects Chula Vista's greater regional importance. New regional type shopping facilities are increasing Chula Vista's ability to capture more sales.
2. Apparel stores have a high per capita sales level.
3. Since the opening of the Unimart discount department store and Marston's department store, per capita sales of general merchandise stores have risen to new high levels.
4. The taxable sales of specialty items in food stores have not grown significantly (only 5.9 per cent), indicating that these taxable items, such as toiletries, kitchen accessories, candy and miscellaneous supplies, are marketed increasingly in other types of stores such as drug stores, general merchandise or specialty stores.
5. Taxable sales in packaged liquor and tobacco stores in Chula Vista are very low, \$22 per capita compared with San Diego County (\$27) and California (\$36).
6. Taxable sales in eating and drinking places have shown only modest increases (up 19.4 per cent). Per capita sales are low in Chula Vista (\$65) compared with San Diego County (\$81), California (\$112), and San Diego County (\$102).
7. Taxable drug store sales are up 105 per cent to a rather high level, \$52 per capita in Chula Vista compared with \$35 in San Diego County and \$39 in California.
8. Motor vehicle taxable sales have increased 71 per cent to their present high level of \$189 per capita compared with \$176 for San Diego County and \$220 for California.

9. Home furnishings are a depressed category of taxable sales both in Chula Vista and San Diego County. Taxable sales are down 20 per cent. Per capita taxable sales are only \$40 compared with \$52 in San Diego County and \$69 in California.
10. Service station and auto supply store taxable sales have increased 153 per cent. Per capita sales are \$34 in Chula Vista compared with \$31 for San Diego County and \$47 for California.
11. Taxable sales of specialty stores (e.g., office supplies, jewelers, florists, sporting goods, etc.) increased 26 per cent in Chula Vista. This was to be expected since per capita sales of specialty stores (\$87) are already almost as high as in the City of San Diego (\$93), top ranking area in the County for this category.

During the latest four quarters (third and fourth of 1962, and first and second of 1963) for which retail sales figures were available, taxable sales for retail stores (including apparel, general merchandise, food, eating and drinking, drugs, home furnishings, service stations, and others), totaled \$41,525,000.00.* Taxable retail sales in five geographical divisions, including Chula Vista Shopping Center, 3rd Avenue business district comprising area from E to G Streets, Broadway frontage (except Chula Vista Shopping Center), 3rd Avenue and E Street frontage (except 3rd Avenue business district), and all others, were distributed as in the following table.

*This figure excludes the following classifications as listed in the State Board of Equalization Business Classification Codes: Farm Implement Stores, Garden and Farm Supply Stores, Lumber and Building Material Dealers, Hardware Stores, Plumbing and Electrical Supply Stores, Paint, Glass and Wallpaper Stores, Second-Hand Stores, Fuel Yards and Ice Dealers, Automobile Trailer Dealers and Trailer Supply Stores, Boat and Motorcycle Dealers, and Aircraft Dealers. The Sales of these categories amount to \$3,327,000, for a combined four quarters retail store taxable sales total of \$44,852,000

Taxable Sales in Retail Stores
By Geographical Area

<u>Total</u>	<u>Chula Vista Shop. Ctr.</u>	<u>3rd Ave. Bus. Dist.</u>	<u>Broadway</u>	<u>3rd Ave. & E Street</u>	<u>Other</u>
<u>3rd Qtr '62</u>					
\$ 9,136,000 (100%)	\$ 331,000 (3.6%)	\$1,665,000 (18.2%)	\$ 3,189,000 (35%)	\$1,371,000 (15.0%)	\$ 2,580,000 (28.2%)
<u>4th Qtr '62</u>					
\$11,823,000 (100%)	\$1,909,000 (16.2%)	\$1,988,000 (16.8%)	\$ 3,063,000 (25.9%)	\$1,596,000 (13.5%)	\$ 3,267,000 (27.5%)
<u>1st Qtr '63</u>					
\$ 9,788,000 (100%)	\$1,662,000 (17.0%)	\$1,391,000 (14.2%)	\$ 2,840,000 (29.0%)	\$1,443,000 (14.8%)	\$ 2,452,000 (25.0%)
<u>2nd Qtr '63</u>					
\$10,778,000 (100%)	\$1,843,000 (17.1%)	\$1,466,000 (13.6%)	\$ 3,154,000 (29.3%)	\$1,609,000 (14.9%)	\$ 2,706,000 (25.1%)
<u>Full Year</u>					
\$41,525,000 (100%)	\$5,745,000 (13.8%)	\$6,510,000 (15.7%)	\$12,246,000 (29.5%)	\$6,019,000 (14.5%)	\$11,005,000 (26.5%)

Only the 3rd Avenue business district showed consistent loss of sales over the year. A comparison of fourth quarter figures (quarters with highest volumes) for apparel and general merchandise indicates consistent losses of retail volume there from 1960 to 1962:

Fourth Quarter Retail Sales, 3rd Avenue Business District

	<u>Apparel</u>	<u>General Merchandise</u>	<u>Total Combined</u>
1960	\$ 636,000	\$ 492,000	\$1,128,000
1961	621,000	469,000	1,090,000 (down 3.4%)
1962	480,000	440,000	920,000 (down 15.6%)

It is significant to note that Unimart, a regional discount department store, opened during the Fourth Quarter 1961 and Marston's, a regional department store, along with some other stores in the Chula Vista Shopping Center opened during the Fourth Quarter 1962.

In view of the foregoing figures, it is apparent that the commercial complexion of Chula Vista is changing rapidly. The 3rd Avenue Business District is losing its dominant position to the new Chula Vista Shopping Center and will probably be further subordinated by the expected expansion of that shopping center, including a new Penney's and probably a new Sears, unless its competitive position is improved.

As Chula Vista grows in population and its commercial facilities continue to capture increasing proportions of taxable sales, the city as a whole will benefit. The future of some existing commercial developments, however, is in doubt.

Industrial

Chula Vista has some 424 acres of land developed industrially. This is about 0.9 acres per 100 population compared with about 1.0 acre average for 10 midwestern satellite cities (Bartholomew study).

Land suitable for industrial expansion within the present boundaries of Chula Vista is largely limited to the Sweetwater Industrial Park and the tidelands of San Diego Bay. Should Chula Vista annex the area south to the Otay River, further expansion would be feasible in the Otay Valley.

The most significant industrial activity in Chula Vista at present is manufacturing related to aircraft and ordnance. A survey in March 1963 showed approximately 20 manufacturing plants, ranging in size from Rohr Corporation, employing 5,461 workers, and Tyce Engineering, employing 240 (the two largest), to several small establishments employing one or two workers. In these plants, over 90 per cent of the employment was connected with aircraft and ordnance. Other industries include: San Diego Gas and Electric power plant on San Diego Bay at about L Street; warehouses and distribution facilities; fruit packing facilities; lumber yards and contractors equipment yards; and automobile wrecking yards.

There is much effort on the part of the city, the Chamber of Commerce, and interested citizens to diversify the industrial base by encouraging new industries, particularly those not oriented to defense. Development of the tidelands and smaller industrial parks, such as the 25-acre Sweetwater Industrial Park which is developed for light manufacturing uses as well as warehousing and distribution, is expected to provide ample space for diversification of industry and for attraction of a variety of industries to this new center of transportation and shipping.

Municipal Fiscal Characteristics¹

In comparison with 10 other California cities² with similar characteristics, Chula Vista is somewhat below average in per capita assessed value and retail sales, both indicators of a city's ability to raise revenues. During the past ten years the city has demonstrated a more than average willingness to allocate current funds to capital improvements. In addition, local voters passed two large bond issues for major recreation and harbor improvements. The harbor bonds were retired early as a corollary of the transfer of tidelands to the new Unified Port District. This healthy civic climate will be of great assistance in general plan implementation even though the limited revenue resources, as indicated above, will have to be used carefully.

¹ Prepared by William R. Zion, Governmental Research Consultant.

² Alhambra, Los Angeles County; Arcadia, Los Angeles Co.; Chula Vista, San Diego Co.; Culver City, Los Angeles Co.; Hawthorne, Los Angeles Co.; Montebello, Los Angeles Co.; National City, San Diego Co.; Ontario, San Bernardino Co.; Oxnard, Ventura Co.; S. San Francisco, San Mateo Co.; Sunnyvale, Santa Clara Co.

The city's long-term street improvement needs, though substantial, are not abnormal.

To augment the financing of an expanded program of capital improvements, the city could institute a sewer service charge, use revenue bonds as well as some additional general obligation bonds, and should--through the general plan--strengthen its commercial and industrial tax base.

THE PEOPLE OF CHULA VISTA

Growth Rate of Chula Vista

Chula Vista has been experiencing a very rapid rate of growth. Since 1920, when the population was 1,718, the rate of growth has been significantly higher (163.0 per cent) than that of the San Diego urbanized area (93.1 per cent) and California as a whole (48.5 per cent).

In 1940, Chula Vista had 1.8 per cent of the population of San Diego County which had 4.2 per cent of the population of California. In 1950, Chula Vista had 2.7 per cent of the population of San Diego County, which in turn represented 5.3 per cent of the population of California. By 1960 Chula Vista's population had risen to 4.1 per cent of San Diego County, and the county contained 6.8 per cent of the state's people.

This rapid rate of growth is largely a result of the attractiveness of the San Diego area. Before World War II, the climate, tourism, and naval establishment attracted people to the general area, and Chula Vista grew as a "weekend farmer" suburb; then increasingly as a middle-class residential suburb, in which the small orchards and farms disappeared. During the war, defense housing was built to accommodate new workers in the San Diego area. Rohr Aircraft facilities were constructed on their present site, marking the beginning of major manufacturing in the area. Following the war, and primarily in the 1950's, many who had visited as servicemen or warworkers remained or returned and found jobs in the accelerated aircraft and ordnance industries.

Growth has taken two distinctive forms. The first, and greater growth, is in the large number of single-family homes which have been constructed in Chula Vista since the end of World War II. The second is in the large number of multi-family dwelling units located primarily near the central business district and in the northwest quadrant of the city. The first type of growth is due primarily to young families purchasing homes. The second type represents temporary residents and childless households in rental housing.

The fertility rate (ratio of children under 5 to women 14 to 49 years of age) dropped to 449 in 1960 from its 1950 level (467) and is significantly lower than that of California (472) and the San Diego urban area (492).

Age

The median age of Chula Vista residents (28.2) is high for the San Diego urbanized area (26.9) but low for California (30.0). There are more than average numbers of persons in the 0-9, 10-19 and 30-39 age groups. The 20-29 and over 50 years of age groups are below average in size.

Chula Vista, like other outlying suburban communities, has a low percentage (47.5 per cent) of males 18 and older even though a high percentage (52.9 per cent) of males 18 and older live in San Diego as a result of the military establishments in the area.

Income

Chula Vista has maintained an above-average income level since World War II. Median family income in 1959 was \$6,968, compared with \$6,706 in San Diego County and \$6,726 in California. Twenty-two per cent of reported incomes were over \$10,000, and 11 per cent under \$3,000, compared with San Diego County's 21 per cent and 14 per cent, and California's 22 per cent and 14 per cent respectively.

The median income is high and the number of low income families is below average despite the high percentage (32 per cent) of residents engaged in manufacturing. This is largely due to employment in highly skilled manufacturing activities and professional-technical, managerial and clerical jobs paying better than average salaries.

Employment

In Chula Vista, population increased more rapidly than the number of employed workers during the 1950's. This difference is attributed to (1) an increase in the number of children (persons per household rose from 3.1 to 3.3) and (2) a rate of unemployment in 1960 higher than in 1950.

Employment in manufacturing, finance, insurance and real estate, professional and related services increased more rapidly than the average for Chula Vista residents, but there was an actual decline in the number of agricultural jobs. There were also above-average increases in professional, technical, clerical and private household workers and a decline in farm laborers, managers and farmers. These changes were consistent with the trends in the San Diego metropolitan area.

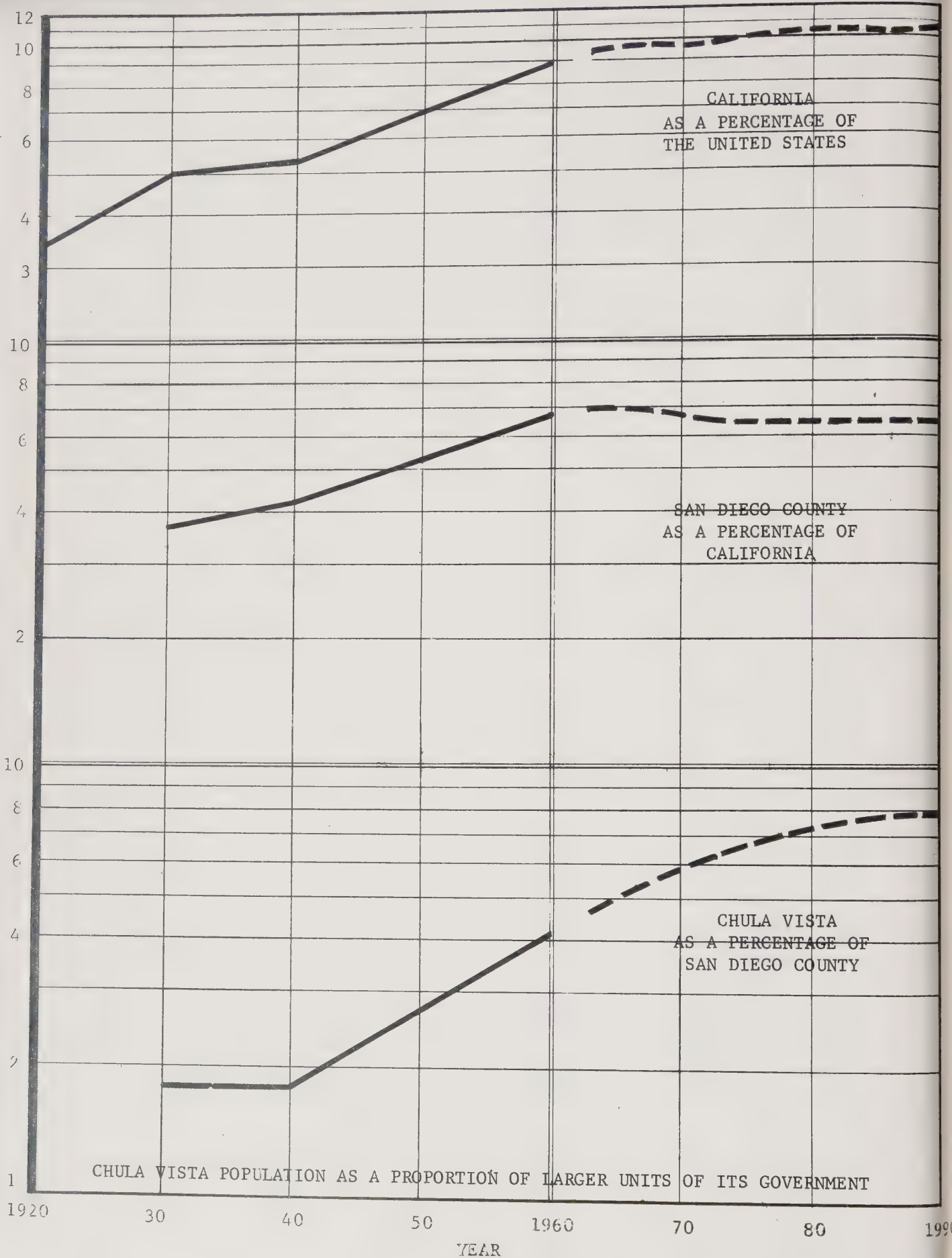
Unemployment was very high in Chula Vista in 1960 -- 8.5 per cent of the labor force, compared with 5.8 per cent for the State, and 6.8 per cent for the San Diego urban area. Among experienced workers, all male occupations except craftsmen and foremen, farm laborers and laborers, and all female occupations except sales workers and service workers had higher 1960 unemployment rates in Chula Vista than in the San Diego urban area as a whole.

Chula Vista has an unusually high percentage of employment in manufacturing, 31.9 per cent, compared with 25.1 per cent in the San Diego urbanized area and 24.1 per cent in California.

* * * * *

<u>Historical Population</u>					
	<u>Chula Vista</u>	<u>San Diego Urban Area</u>	<u>San Diego County</u>	<u>California</u>	<u>United States</u>
1920	1,718	n. a.	n. a.	3,426,861	105,710,620
1930	3,869	182,070	209,659	5,677,251	122,775,046
1940	5,138	253,645	289,348	6,907,387	131,669,275
1950	15,927	432,974	556,808	10,586,223	150,697,361
1960	42,034	836,175	1,033,011	15,717,204	178,464,236

n. a. - Not available
Source - U. S. Census



CHULA VISTA TRENDS AND PROJECTIONS

Chula Vista Population Projections

The Chula Vista population projections reflect an expected gradual increase in Chula Vista's share of the total San Diego area population from the 1960 level of 5 per cent to an ultimate theoretical level approaching 10 per cent sometime after the planning period. This projected steady increase will continue the trend of the past 30 years, during which Chula Vista's share of total San Diego area population rose from 2.9 per cent in the Thirties and Forties to 3.7 per cent in 1950 and 5.0 per cent in 1960. With a maximum potential of 10 per cent of San Diego urban area population, Chula Vista's population share would be roughly the same as its percentage of the land area in the urban region within a 20-mile radius of San Diego.

Chula Vista's share of metropolitan growth will depend on such factors as amount of available land, quality of civic development, and relative convenience to both shopping and work centers. Chula Vista will continue to be tributary to San Diego but will depend increasingly, for its employment, on its own industries and commercial activities.

The projected increase in the population of Chula Vista is closely related to the San Diego urban area population projections published by the city of San Diego and the State.* It assumes Chula Vista will maintain its above-average rate of growth without drastic change during the next 20 to 30 years. Growth is expected to average approximately five per cent per year. During 1960 to 1965, the increase will amount to about 1,800 people per year; this number is expected to double toward the end of the decade.

*San Diego City Planning Department, The San Diego General Plan Study, December, 1961. California Department of Finance Projections. California Department of Water Resources.

The projected population of the Chula Vista planning area to 1990 is set forth in the following table:

Population Projection for Chula Vista

<u>Year</u>	<u>Chula Vista Area Population % of San Diego Urbanized Area</u>	<u>Population in San Diego Urbanized Area</u>	<u>Chula Vista Area Population</u>
1960	5.0	836,175	42,034
1970	6.2	1,200,000	74,500
1980	8.1	1,500,000	122,000
1990	8.9	1,800,000	160,000

Note: Based on population of incorporated area in 1960 and the entire planning area by 1990.

Future Age Distribution in Chula Vista

Age distribution in the future is expected to reflect the continuation of the 1950-1960 in-migration trend, the maturing of present residents, and the tremendous increase in the formation of young families from the post-World War II children. People born in the late 1940's and during the 1950's will reach marriageable age and form new families during the late 1960's and 1970's.

Large numbers of children from new young families are expected to maintain the present proportion of pre-school children. The in-migration of families with school-age children will probably maintain the 5-17 age group at almost the present proportion. These young families will also result in a higher proportion of persons 18-24 years old. The proportion of the 25-49 age group will probably drop, in view of the large increases of persons in other age groups. There is expected to be an increase in the proportion of the 50-64 age group and, even more, of the 65 and older group, reflecting the maturing of the present population and the attractiveness of Chula Vista as a residential and retirement area.

Future Employment and Industrial Land Requirements

In the future, a smaller percentage of employees is expected to be engaged in manufacture, and a higher percentage engaged in non-manufacturing activities--e.g., the professions, business administration, finance, insurance, real estate, construction, services, public administration.

Employment in the aircraft and ordnance industries and manufacturing as a whole is expected to stabilize, while service and supporting industries increase toward their pre-Korean War percentages of employment.

If Chula Vista desires to provide manufacturing jobs equal to the number of residents who will be engaged in manufacturing by 1990, industry will have to create additional jobs at an average of 40 to 60 per cent for the next three decades. Assuming that 35 per cent of the 160,000 projected population in Chula Vista, or 56,000 workers, will be employed in 1990 (up from 31 per cent in 1960) and that 24 per cent of the employment will be in manufacturing, the estimated resident manufacturing labor force would be about 14,000 workers. The proportion of these workers that will be employed within the city limits cannot, of course, be determined; however, to employ 14,000 workers, at an average density of 20 workers per acre,* would require 700 acres of industrial development. Since developed parcels would tend to be scattered within the industrial area, it would be reasonable to reserve a total of about 1,500 acres for industrial purposes by 1990.

*Industrial and research development employment densities average from five per acre in very low density operations to 50 in high quality industrial and research parks. The present employment density at Rohr Corporation is about 50 workers per acre (approximately 5,500 workers on about 110 acres). At peak employment in 1957, Rohr employed about 11,000 workers for a density of 100 workers per acre. San Diego City requires a minimum employment density of 30 workers per acre in its new Industrial and Research Parks. The employment density of 20 workers per acre is used in Chula Vista as a likely over-all average for potential industrial development, taking into account a full range of possible development densities.

APPENDIX

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TABLE I

LAND USE IN CHULA VISTA COMPARED WITH VARIOUS URBAN AREAS

	Chula Vista <u>1/</u>			10 Satellite Cities <u>2/</u> 25,000+ Population		11 Urban Areas <u>2/</u>	
	Acres	% Total	Acres Per 100	% Total Developed	Acres Per 100 Population	% Total Developed	Acres Per 100 Population
		Developed	Population				
Residential	2,124	48.8	4.53	40.24	2.33	27.99	4.16
Single-Family	1,716	39.4	3.66	30.98	1.79	25.05	3.72
Duplex	112	2.6	.24	5.33	.31	1.63	.24
Multi-Family	296	6.8	.63	3.93	.23	1.31	.20
Commercial	254	5.8	.54	3.10	.18	2.65	.39
Industrial and Railroad	424	9.7	.90	19.48	1.12	11.86	1.76
Streets	1,067	24.5	2.27	26.84	1.55	27.61	4.10
Parks and Recreation	56	1.3	.12	3.51	.20	4.59	.68
Public and Quasi-Public	428	9.8	.91	6.83	.40	25.30	3.75
Developed Land	4,353	100.0		100.00		100.00	
% of Total Land	51.3			77.12			
Vacant & Agricultural Land	4,128			22.88			
% of Total Land	48.7						
Total City Land	8,481						

1/ Source: Chula Vista City Planning Dept., October 25, 1962

2/ Source: Harland Bartholomew, Land Uses in American Cities, (Harvard University Press 1955), Tables 7 and 10.

3/ Niedercorn, John H. and Hearle, Edward F. R., Recent Land-Use Trends in Forty-Eight Large American Cities, The Rand Corporation, Santa Monica, June 1963.

TABLE II

A COMPARISON OF SIGNIFICANT HOUSING CHARACTERISTICS - 1960

	<u>Chula Vista</u>		<u>San Diego Urbanized Area</u>	<u>California</u>	<u>El Cajon</u>	<u>La Mesa</u>	<u>National City</u>
Total Housing Units	14,065		276,315	5,465,870	11,661	10,107	10,674
	<u>No.</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Occupied	12,725	90.5	91.2	91.2	91.6	93.2	91.2
Owner	8,845	69.5	57.4	58.4	76.1	76.2	49.5
Renter	3,880	30.5	42.6	41.6	23.9	24.8	50.5
Vacant	1,340	9.5	8.8	8.8	8.4	6.8	8.7
Year Built							
1955-60	6,211	44.2	29.2	21.9	46.0	33.7	21.6
1950-54	3,548	25.2	20.6	18.1	25.3	29.9	17.5
1950-49	2,627	18.7	20.7	20.1	19.8	23.5	29.9
1939 or earlier	1,643	11.7	29.5	39.9	8.9	12.9	31.0
Detached Single-Family Units - % of Total		84.1	78.8	76.5	89.8	87.9	75.4
Condition All Units	14,065						
Sound	13,450	95.6	92.1	89.3	93.4	97.6	87.2
Deteriorating	567	4.0	6.4	8.1	4.6	2.1	11.3
Dilapidated	48	.4	1.5	2.6	2.0	.3	1.5
Owner-Occupied Units	8,845	62.8	52.3	53.3	69.7	71.0	45.2
Condition							
Sound	8,714	98.6	96.5	94.4	96.8	98.9	93.5
Deteriorating	123	1.4	2.9	4.5	2.2	1.1	4.9
Dilapidated	8	.1	.6	1.1	.1	-	.6
Median Value	\$16,600		\$16,500	\$15,100	\$16,300	\$17,400	\$13,800
Renter-Occupied Units	3,880	27.6	38.8	37.9	21.0	22.2	46.1
Condition							
Sound	3,553	91.5	87.2	84.4	85.1	94.1	81.2
Deteriorating	306	7.0	10.4	11.9	10.7	4.8	16.8
Dilapidated	21	.6	2.4	3.7	4.2	1.1	2.0
Median Gross Rent	\$100		\$87	\$79	\$95	\$96	\$76
Vacant (year round) Units							
Sound & Deteriorating	1,322	99.0	96.5	93.9	96.2	99.7	96.1
Dilapidated	13	1.0	3.5	6.1	3.8	.3	3.9

TABLE III

A COMPARISON OF SIGNIFICANT HOUSING CHARACTERISTICS - 1960 (Continued)

	<u>Chula Vista</u>	<u>San Diego Urbanized Area</u>	<u>California</u>	<u>El Cajon</u>	<u>La Mesa</u>	<u>National City</u>
Total Housing Units	14,065	276,315	5,465,870	11,661	10,107	10,674
	<u>No.</u>	<u>% of Total</u>	<u>% of Total</u>	<u>% of Total</u>	<u>% of Total</u>	<u>% of Total</u>
Units in Structure		100.0	100.0	100.0	100.0	100.0
1	11,831	84.2	76.1	76.5	89.8	87.8
2	747	5.3	5.2	4.7	2.2	4.3
3 & 4	751	5.3	6.0	5.2	1.6	2.5
5-9	398	2.8	7.3	4.9	2.2	2.7
10 or more	338	2.4	5.4	8.6	4.1	2.6
Value, Owner-Occupied						
Total No. of Units	<u>7,246</u>	100.0	100.0	100.0	100.0	100.0
Under \$5,000	30	.4	.6	2.5	.6	.2
\$5,000-7,400	43	.6	2.0	4.4	1.4	.7
7,500-9,900	162	2.2	4.8	8.3	3.1	1.7
10,000-12,400	520	7.2	11.4	15.5	11.9	7.4
12,500-14,900	1,827	25.2	19.1	18.8	22.5	19.8
15,000-17,400	1,673	23.1	18.9	15.8	20.8	21.4
17,500-19,900	1,282	17.7	16.4	10.8	17.5	17.8
20,000-24,900	1,039	14.3	12.6	10.9	13.1	16.8
25,000-34,900	532	7.3	7.9	7.4	6.1	9.9
35,000 & Over	138	1.9	5.9	5.5	3.9	4.2
Gross Rent						
No. of Units						
Renter-Occupied	<u>3,880</u>	100.0	100.0	100.0	100.0	100.0
Less than \$20		0	.1	.5	0	0
\$20-29	8	.2	.7	1.9	.2	.2
30-39	24	.6	3.2	4.3	1.2	1.2
40-49	50	1.3	4.1	6.0	2.0	2.3
50-59	113	2.9	6.6	10.0	4.9	2.1
60-69	208	5.4	10.2	12.3	7.1	6.9
70-79	366	9.4	13.5	13.2	12.2	9.9
80-99	1,154	29.7	29.3	23.4	28.6	34.3
100-149	1,667	43.0	25.3	19.3	35.8	34.9
150 & more	193	5.0	4.1	3.7	2.8	5.6
No Cash Rent	97	2.5	2.9	4.6	5.2	2.6
Median Gross Rent	\$100.	\$85.	\$79.	\$95.	\$96.	\$76.

TABLE IV

A COMPARISON OF SIGNIFICANT POPULATION CHARACTERISTICS, 1950 AND 1960

	Chula Vista		Urbanized Area		California		El Cajon		La Mesa		National City	
	1960	1950	1960	1950	1960	1950	1960	1950	1960	1950	1960	1950
Population	42,034	15,927	836,175	432,974	15,717,204	10,586,223	37,618	5,600	30,441	10,946	32,771	21,199
% Increase over past 10 yrs.	163.9	210.0	93.1	-	48.5	53.3	571.8	280.7	178.1	178.9	54.6	104.9
% Under 18	38.9	31.7	34.8	27.2	34.7	28.0	40.9	32.2	36.3	27.4	40.3	33.6
% 18-64	55.3	61.5	58.0	64.8	56.6	-	52.8	59.3	55.4	62.2	53.2	59.8
% 65 and older	5.9	6.8	7.2	8.0	8.8	8.5	6.3	8.5	8.3	10.4	6.5	6.6
% Married male	76.5	77.9	64.7	-	68.5	-	75.2	76.7	77.4	79.2	75.1	77.3
% Married female	72.6	73.4	69.3	-	66.7	-	73.4	73.6	70.8	71.1	72.4	73.0
Male % of pop. 18 and older	47.5	50.2	51.8	51.5	49.3	49.7	48.3	-	47.2	-	47.0	-
Fertility Ratio	449	467	492	-	472	401	498	-	405	368	608	540
Number of households	21,725	5,017	251,944	146,275	4,981,024	-	10,683	-	9,418	3,712	9,744	6,461
% Increase in households	147.9	-	90.1	72.2	49.3	-	504.6	-	154.5	-	51.4	-
Population per household	3.3	3.1	3.1	3.0	3.1	3.0	3.5	-	3.2	2.9	3.3	3.2
Population in group quarters	131	-	60,568	-	509,772	-	525	-	220	-	304	-
% Pop. in group quarters	0.3	-	7.2	-	3.2	-	1.4	-	0.7	-	0.9	-
Median age	28.2	30.2	26.9	30.0	30.0	32.1	26.7	30.8	31.2	35.3	24.6	27.5
Median family income	\$6,969	\$3,738	\$6,706	\$3,565	\$6,726	-	\$7,021	-	\$7,907	\$3,703	\$5,574	\$3,294
% Families over \$10,000	22.1	-	21.1	-	21.8	-	21.0	-	30.5	-	11.6	-
% Families under \$3,000	11.4	-	14.0	-	14.1	-	11.5	-	8.3	-	20.8	-
Housing												
% Single-family detached dwelling units	84.2	-	78.8	-	6.9	-	9.0	-	87.8	-	75.5	-
% Owner-occupied units	69.5	-	57.4	-	58.4	-	76.1	-	76.2	-	49.5	-
% All dwelling units deteriorating or dilapidated	4.4	-	7.9	-	10.7	-	6.6	-	2.4	-	12.8	-
Median value owner-occupied homes	\$16,600	-	\$16,300	-	\$15,100	-	\$16,300	-	\$17,400	-	\$13,800	-
Median gross rent	\$100	-	\$86	-	\$79	-	\$95	-	\$96	-	\$76	-

TABLE V
AGE GROUP DISTRIBUTION
For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

	<u>Chula Vista</u>		<u>San Diego Urbanized Area</u>		<u>California</u>		<u>El Cajon</u>		<u>La Mesa</u>		<u>National City</u>	
	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>
Total Population	42,034	15,927	836,175	432,974	15,717,204	10,586,223	37,618	5,600	30,441	10,946	32,771	21,199
0-9 Years	9,682 23.0%	3,491 21.9%	21.5%	18.5%	21.3%	18.4%	24.3%	19.9%	21.3%	17.9%	26.6%	23.4%
10-19	7,545 18.0	1,904 12.0	17.7	12.6	16.0	12.1	18.8	14.7	17.0	11.2	16.3	12.5
20-29	4,662 11.0	2,515 15.8	15.1	18.9	12.7	16.0	11.1	14.2	10.0	12.0	15.4	19.3
30-39	7,163 17.0	3,076 19.3	15.1	17.2	14.8	16.6	16.1	16.4	15.8	17.7	14.3	16.3
40-49	6,083 14.5	2,015 12.7	12.3	12.1	13.0	13.6	13.6	13.8	15.4	15.3	10.8	11.3
50-59	3,301 7.9	1,350 8.5	8.1	9.0	9.7	10.6	7.3	8.7	9.1	10.9	7.6	7.6
60-69	2,060 4.9	905 5.7	5.6	6.8	7.0	7.8	4.8	7.1	6.0	8.3	4.8	5.3
70 and over	1,538 3.7	671 4.2	4.5	4.9	5.5	5.0	4.0	5.2	5.4	6.7	4.2	4.3

TABLE VI

AGE GROUP DISTRIBUTION--PROJECTION
For Chula Vista, San Diego County, California and the United States

		<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>
0-4	Chula Vista	129	115	115	115	115
	San Diego County	110	116	120	115	110
	California	105	113	100	98	97
	United States	107	112	117	125	126
5-17	Chula Vista	188	274	263	258	255
	San Diego County	179	242	245	250	250
	California	178	240	248	231	226
	United States	204	244	253	260	270
18-24	Chula Vista	85	73	112	107	112
	San Diego County	120	124	125	120	120
	California	91	80	111	115	108
	United States	104	90	113	114	115
25-49	Chula Vista	415	375	315	305	291
	San Diego County	380	336	320	315	310
	California	389	341	317	328	331
	United States	360	321	284	279	291
50-64	Chula Vista	116	105	128	134	120
	San Diego County	120	110	110	115	120
	California	151	137	138	140	135
	United States	143	141	139	128	102
65 & older	Chula Vista	67	58	67	81	107
	San Diego County	80	72	80	85	90
	California	86	89	86	88	103
	United States	82	92	94	94	96

	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>
Total Population					
Chula Vista	15,927	42,034	74,500	122,000	160,000
San Diego County	556,808	1,033,000	1,412,000	1,800,000	2,200,000
California	10,586,223	15,717,204	21,462,000	27,880,000	(35,000,000 (40,000,000
United States	151,326,000	180,677,000	214,222,000	259,584,000	(300,000,000 (320,700,000

TABLE VII

DISTRIBUTION OF FAMILIES BY ANNUAL INCOME

For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

	Chula Vista		San Diego Urbanized Area		California		El Cajon		La Mesa		National City	
	1960	1950	1960	1950	1960	1950	1960	1950	1960	1950	1960	1950
Number of Families	11,264	4,450	207,030	114,000	3,991,500	2,827,110	9,639	1,810	8,311	3,085	8,519	5,860
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$ 0-\$ 1,000	462	340	8,263	8,680								
	4.1%	7.6	4.0	7.6	3.3	9.6	2.8	17.1	2.1	7.3	6.4	7.4
1,000- 2,000	332	330	8,669	11,405								
	2.9	7.4	4.2	10.0	4.7	11.2	4.3	11.0	2.4	9.7	6.3	12.5
2,000- 3,000	500	690	12,064	19,185								
	4.4	15.5	5.8	16.8	6.1	16.2	4.4	14.4	3.8	13.3	8.1	20.5
3,000- 4,000	660	1,095	15,501	27,005								
	5.9	24.6	7.5	23.7	7.3	21.5	5.5	23.2	4.7	26.4	10.9	25.8
4,000- 5,000	984	845	18,549	17,085								
	8.7	19.0	9.0	15.0	8.9	15.1	7.4	14.1	6.8	16.9	11.6	15.2
5,000- 6,000	1,370	420	23,373	10,570								
	12.2	9.4	11.3	9.3	11.3	9.9	12.0	6.4	8.9	12.3	11.8	6.9
6,000- 7,000	1,367	280	24,221	5,940								
	12.1	6.3	11.7	5.2	11.6	5.9	13.5	3.6	11.0	5.5	11.7	3.5
7,000- 8,000	1,299	80	21,243	2,030								
	11.5	1.8	10.3	1.8	10.1	2.3	11.2	1.1	11.3	2.1	9.2	1.2
8,000- 9,000	981	80	17,896	2,030								
	8.7	1.8	8.6	1.8	8.3	2.2	9.9	.6	9.6	1.9	7.3	1.1
9,000- 10,000	818	80	13,401	2,030								
	7.3	1.8	6.5	1.8	6.6	2.2	8.1	.5	8.8	1.9	5.2	.9
10,000 & over	2,491	110	43,850	3,670								
	22.1	2.5	21.1	3.2	21.8	3.8	21.0	1.4	30.5	2.9	11.6	1.1
<hr/>												
10,000- 15,000	1,897		31,935									
	16.8		15.4		11.4		16.3		22.5		9.6	
15,000- 25,000	473		8,763									
	4.2		4.2		3.6		4.1		5.8		1.7	
25,000 & over	121		3,152									
	1.1		1.5		1.4		.6		2.2		.3	
Median Family Income	\$6,969	\$3,738	\$6,706	\$3,565	\$6,726	\$3,583	\$7,021		\$7,907	\$3,703	\$5,574	\$3,294
<hr/>												
Husband-Wife Families, Head an Earner												
2 children under 18												
Number of Families	1,920		32,161		595,935		1,729		1,463		1,318	
% of all Families	17.0		15.5		14.9		18.0		17.7		15.5	
Median Income	\$7,351		\$7,111		\$7,278		\$7,409		\$7,988		\$5,980	

TABLE VIII

TOTAL TAXABLE SALES IN RETAIL STORES
For Chula Vista, San Diego County, San Diego City, and California
(In Thousands of Dollars)

	<u>1957</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
<u>Chula Vista</u>							
1st Qtr.	5,647	5,866	7,220	7,296	7,651	8,260	10,563
2nd "	6,126	6,795	7,915	7,985	8,417	9,446	11,662
3rd "	6,508	6,960	8,759	8,677	8,824	9,909	
4th "	<u>7,047</u>	<u>7,811</u>	<u>8,840</u>	<u>8,608</u>	<u>10,003</u>	<u>12,718</u>	
Total	25,328	27,432	32,734	32,566	34,895	40,333	
 <u>San Diego County</u>							
1st Qtr.	171,294	162,191	203,026	207,592	193,955	205,360	215,680
2nd "	185,588	187,066	222,361	219,845	212,941	225,937	235,268
3rd "	187,927	199,740	236,492	218,390	225,729	230,037	
4th "	<u>198,722</u>	<u>227,747</u>	<u>250,229</u>	<u>235,250</u>	<u>251,230</u>	<u>257,571</u>	
Total	743,531	776,744	912,108	881,077	883,855	918,905	
 <u>San Diego City</u>							
1st Qtr.	115,765	108,255	134,386	135,386	125,816	130,365	131,834
2nd "	121,703	123,703	146,367	141,972	135,916	140,213	141,162
3rd "	124,466	132,759	155,158	140,959	146,689	141,291	
4th "	<u>132,877</u>	<u>153,896</u>	<u>167,361</u>	<u>154,602</u>	<u>161,551</u>	<u>158,710</u>	
Total	494,811	518,613	603,272	572,899	569,972	570,759	
 <u>California</u>							
1st Qtr.	3,103,466	2,864,794	3,398,080	3,639,594	3,506,885	3,843,011	4,170,182
2nd "	3,396,834	3,264,309	3,832,671	3,946,561	3,916,682	4,333,502	4,607,953
3rd "	3,398,492	3,376,636	3,906,503	3,903,712	4,031,350	4,298,945	
4th "	<u>3,679,300</u>	<u>3,811,024</u>	<u>4,321,220</u>	<u>4,327,735</u>	<u>4,621,999</u>	<u>5,046,763</u>	
Total	13,578,092	13,316,763	15,458,474	15,645,361	16,076,916	17,522,221	

TABLE IX

1962 PER CAPITA TAXABLE SALES, BY TYPE OF RETAIL STORE
For Chula Vista, Neighboring Cities, San Diego County and the State

	Chula Vista (Est. Pop. 46,900)	San Diego County (Est. Pop. 1,167,000)	California	San Diego City (Est. Pop. 616,500)	National City (Est. Pop. 35,000)
Apparel Stores	\$ 57.06	\$ 55.84	\$ 76.31	\$ 71.67	\$ 55.57
General Merchandise	212.05	155.85	167.07	207.50	307.60
Food Stores	82.69	65.51	88.23	66.44	74.09
Packaged Liquors	22.07	26.84	35.94	30.35	26.74
Eating & Drinking Places	65.57	80.75	111.86	102.35	78.71
Drug Stores	52.45	34.67	39.14	38.58	49.00
Home Furnishings & Appliances	39.91	52.35	68.64	65.41	52.60
Building Mtls. & Farm Implements	17.59	57.43	96.75	46.32	137.54
Motor Vehicle Dealers	189.00	175.96	220.06	170.22	482.69
Service Stations & Auto Accessories	34.11	30.92	47.36	33.78	53.94
Other	<u>87.48</u>	<u>50.80</u>	<u>73.69</u>	<u>92.88</u>	<u>47.69</u>
Total	\$859.98	\$786.92	\$1,025.05	\$925.50	\$1,366.17

TABLE X

TRENDS IN TAXABLE RETAIL SALES
For Chula Vista, Neighboring Cities, San Diego County, and the State

	1957		Chula Vista 1962		% Change 1957-62	San Diego County % Change 1957-62	California % Change 1957-62	San Diego City % Change 1957-62	National City % Change 1957-62
	Amount of Sales (\$000)	% of Retail Sales	Amount of Sales (\$000)	% of Retail Sales					
Retail Outlets	25,328	100.0	40,333	100.0	59.2	23.6	30.4		
Apparel Stores	2,205	8.7	2,676	6.6	21.4	16.6	26.7	12.3	-32.5
General Merchandise	2,404	9.5	9,945	24.7	313.7	77.1	41.8	59.8	110.0
Food Stores	3,661	14.5	3,878	9.6	5.9	24.1	34.7	12.2	-11.3
Packaged Liquor & Tobacco	815	3.2	1,035	2.6	22.7	11.3	31.8	4.2	-11.5
Eating & Drinking Places	2,576	10.2	3,075	7.6	19.4	23.4	31.6	20.7	39.1
Drug Stores	1,198	4.7	2,460	6.1	105.3	5.8	9.9	16.4	-13.2
Home Furnishings & Appl.	1,908	7.5	1,872	4.6	-19.8	2.1	14.6	-4.9	-24.4
Bldg. Mtls. & Farm Impl.	1,482	5.9	825	2.0	-44.3	1.0	29.5	-15.7	300.0
Motor Vehicle Dealers	5,182	20.5	8,864	22.0	71.1	13.0	24.6	-4.2	2.4
Service Sta. & Auto Supply	633	2.5	1,600	4.0	152.8	29.1	37.4	21.1	84.2
Other Retail	3,264	12.9	4,103	10.2	25.7	33.9	50.8	18.9	15.3
Personal Service Establ.	926		1,791		93.4	46.3	47.7	40.7	12.0
Mfg., Whsl., Contr. & Misc.	8,465		5,117		-39.6	12.1	25.3	8.3	-10.9
Total	35,019		47,241		34.9	22.7	29.5	15.0	17.7
Population	34,000		46,900		38.0%	31.1%	19.9%	N.A.	N.A.
Per Capita Taxable Retail Sales	\$ 744		\$ 860		15.5%	-5.7%	7.3%	N.A.	N.A.
Per Capita Taxable Transactions	\$1,030		\$1,000		-2.9%	-6.4%	6.9%	N.A.	N.A.

* "Itinerant-Mail-order Vendors" is omitted throughout, because (a) until 1961, it was lumped in with manufacturing, wholesaling, etc., and (b) due to the necessity of safeguarding confidential information it has been lumped in with personal services in recent reports on Chula Vista and other cities. This causes some increase in manufacturing, wholesaling, etc. for 1957, and in Personal Services for 1962, but the discrepancy is very slight due to the small amount of mail-order sales.

TABLE XI
A COMPARISON OF EMPLOYMENT CHARACTERISTICS
For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

BY INDUSTRY	Chula Vista					San Diego Urbanized Area			California			El Cajon			La Mesa			National City		
	1950		1960		% Change 1950-1960	1950		% Change 1950-1960	1950		% Change 1950-1960	1950		% Change 1950-1960	1950		% Change 1950-1960	1950		% Change 1950-1960
	No.	% of Tot. Empl.	No.	% of Tot. Empl.		Empl.	% of Tot. Empl.		Empl.	% of Tot. Empl.		Empl.	% of Tot. Empl.		Empl.	% of Tot. Empl.		Empl.	% of Tot. Empl.	
Agriculture, Forestry & Fishing	239	4.6	185	1.3	22.6	3.1	1.5	6.7	7.6	4.6	-10.2	3.3	1.0	108	2.9	.9	-8.4	2.6	1.1	-33.8
Mining	4	.1	36	.3	800	.1	.1	217	0.8	0.5	-14.3	.2	.1	225	.1	.1	160	.1	.1	60.0
Construction	400	7.6	775	5.9	94.0	7.5	7.7	99.7	7.7	6.3	21.1	16.8	13.4	451	9.6	8.1	149	9.8	9.4	48.3
Mfg.-Durable Goods	967	18.5	3,610	27.6	273	10.1	20.9	304	10.8	15.9	117.0	11.6	20.4	1317	9.3	18.4	484	12.1	20.6	162
Mfg.-Non durable goods	240	4.6	556	4.3	132	5.6	4.2	46.4	8.6	8.3	41.0		3.5		4.3	4.1	180	7.7	5.8	17.4
Trans., Comm. & Pub. Util.	304	5.8	645	4.9	112	6.1	5.1	62.8	8.2	6.8	23.5	6.4	5.5	497	6.8	5.3	129	7.1	6.1	31.3
Whsl. & Retail Trade	1,206	23.0	2,413	18.5	100	24.4	18.7	49.8	22.4	18.8	24.0	26.8	19.6	406	25.8	21.6	147	23.1	18.8	26.0
Finance, Insurance & Real Estate	203	3.9	736	5.6	263	4.8	5.4	122	4.6	5.1	62.4	3.3	4.6	869	5.4	6.7	269	2.8	3.7	100.0
Business & Rep. Serv.	183	3.5	330	2.5	80.5	3.3	3.1	8.8	3.3	3.4	52.2	4.7	3.8	458	3.5	3.5	198	2.8	2.9	57.5
Personal Services	271	5.2	643	4.9	137	8.4	6.6	52	6.7	5.7	24.1	8.0	5.2	350	5.9	4.9	141	6.4	5.8	40.7
Entertainment & Rec.	74	1.4	153	1.2	107	1.6	1.2	43.7	2.0	1.4	6.6	1.0	.9	550	1.3	1.0	122	1.5	1.0	9.3
Prof. & Related Services	546	10.4	1,422	10.9	160	11.0	12.8	127	9.7	12.5	90.0	9.4	12.3	802	12.7	16.4	281	11.2	11.9	64.5
Public Administration	554	10.6	1,309	10.0	136	12.9	9.3	40	6.3	6.1	43.8	7.5	6.6	511	11.3	8.0	109	12.2	9.7	22.3
Industry Not Reported	44	.8	251	1.9	471	1.2	3.5	473	1.2	4.7	482.0	1.0	3.0	1956	1.1	1.1	198	.7	3.0	59.3

BY OCCUPATION																				
Professional & Tech.	573	11.0	1,885	14.4	229	11.9	15.5	154	11.1	13.7	82.2	8.9	13.7	1015	14.8	19.4	289	9.1	8.7	46.9
Farmers & Farm Mgrs.	73	1.4	59	.5	-19.2	.4	.4	87.9	26.8	1.4	25.0	.6	.2	210	.9	.1	-54.5	.5	.4	48.1
Mgr., Officials & Proprietors	650	12.4	1,235	9.5	90.0	12.0	9.1	47.8	11.3	9.6	24.6	10.8	9.6	513	13.9	13.0	176	10.1	5.9	-9.9
Clerical & Workers	752	14.4	2,480	18.9	230	14.4	17.7	139	14.1	16.3	70.4	9.2	14.9	1022	14.4	18.1	269	11.5	14.3	92.9
Sales Workers	452	8.6	1,110	8.5	145	10.0	8.7	71.4	8.6	7.8	34.4	10.2	8.5	475	11.9	11.2	179	8.7	7.1	26.1
Craftsmen & Foremen	989	18.9	2,333	17.9	136	17.5	16.2	80.0	15.2	13.9	35.2	24.2	21.0	494	21.5	15.5	112	22.0	21.8	52.8
Operatives	922	17.6	1,939	14.8	110	13.8	13.0	84.1	15.3	14.9	43.0	14.7	14.3	571	10.1	9.6	178	19.9	19.5	51.5
Private Household Wkrs.	90	1.7	228	1.7	153	2.3	2.2	84.9	2.1	2.1	46.3	2.2	1.8	465	1.6	1.8	227	1.1	1.5	115
Service Workers	390	7.5	927	7.1	138	10.0	8.7	70.0	8.8	8.3	38.5	8.7	8.1	548	6.6	6.8	206	9.7	10.2	62.2
Farm Laborers	95	1.8	72	.5	24.2	.5	.4	67.6	3.9	2.4	-9.2	2.2	.4	17.9	.6	.2	4.3	.8	.2	66.7
Laborers (Other)	202	3.9	451	3.5	123	6.0	4.1	33.4	5.6	4.3	12.1	7.0	4.0	291	2.7	2.4	163	6.0	6.6	70.5
Occupation Not Reported	47	.9	345	99.9	634	1.1	4.0	599	1.0	5.4	700.7	1.3	3.6	1865	.9	1.8	488	.7	3.8	75.2

Civilian Employment	5,235	85.9	13,064	82.4	150	71.0	72.8	95	88.3	89.5	48	88.3	91.4	590	91.7	93.6	195	77.4	78.9	54
Civilian Unemployment	318	5.2	1,214	7.6	282	5.8	5.3	75	7.7	5.8	10	9.8	6.0	315	5.0	4.3	150	6.4	7.3	73
Military	<u>540</u>	<u>8.9</u>	<u>1,580</u>	<u>10.8</u>	193	<u>23.2</u>	<u>21.9</u>	80	<u>4.0</u>	<u>4.7</u>	72	<u>1.9</u>	<u>2.6</u>	800	<u>3.3</u>	<u>2.1</u>	84	<u>16.2</u>	<u>13.7</u>	28
Total Labor Force	6,093	100.0	14,644	100.0	140	100.0	100.0	90	100.0	100.0	49	100.0	100.0	568	100.0	100.0	189	100.0	100.0	51

TABLE XII

A COMPARISON OF UNEMPLOYMENT OF EXPERIENCED WORKERS
BY MAJOR OCCUPATION GROUP - 1960
For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

	Chula Vista			San Diego Urbanized Area		California	El Cajon	La Mesa	National City
	No. Unemp.	% of Tot. Unemp.	% of Occup. Grp. Unemp.	% of Tot. Unemp.	% of Occup. Grp. Unemp.	% of Occup. Grp. Unemp.	% of Occup. Grp. Unemp.	% of Occup. Grp. Unemp.	% of Occup. Grp. Unemp.
<u>MALE</u>									
Professional & Tech.	90	11.6	6.5	6.8	2.8	2.6	2.5	2.7	3.5
Farmers & Farm Mgrs.	4	.5	6.8	.3	3.8	1.8	12.9		
Mgrs., Offics. & Props.	31	4.0	2.9	3.3	2.0	2.0	1.7	.9	1.0
Clerical Workers	72	9.3	8.8	7.0	5.8	4.8	1.9	5.9	7.2
Sales Workers	32	4.1	4.6	4.8	3.6	3.4	2.7	1.4	5.9
Craftsmen & Foremen	176	22.7	7.1	27.7	7.4	6.4	7.0	3.6	9.8
Operatives	208	26.8	11.6	20.9	8.7	8.5	7.2	4.9	8.4
Private Hsld. Wkrs.				.1	5.0	10.3	33.3		
Service Workers	55	7.1	11.9	7.4	7.3	8.0	6.8	5.3	6.7
Farm Laborers	4	.5	5.9	.7	8.1	10.1			
Laborers (Other)	51	6.6	10.6	14.6	14.3	14.8	12.5	17.2	11.5
Occupations Not Reptd.	52	6.7	20.1	6.3	10.5	9.8	9.7	16.5	7.0
Total Male Experienced Unemployed	775	100.0	7.8	100.0	6.4	6.1	5.5	4.0	7.9
<u>FEMALE</u>									
Professional & Tech.	12	2.9	2.0	3.6	1.9	2.7	8.0	1.3	1.4
Farmers & Farm Mgrs.				.2	13.7	1.5	50.0		
Mgrs., Offics. & Props.	24	5.8	11.9	2.3	3.4	2.6	4.3	1.7	6.5
Clerical Workers	176	42.4	9.2	29.6	5.7	4.4	5.2	3.3	6.7
Sales Workers	37	8.9	7.7	10.3	7.7	6.3	11.1	5.8	14.6
Craftsmen & Foremen	12	2.9	23.1	1.3	7.6	8.5			
Operatives	67	16.1	16.2	20.0	14.6	15.3	16.5	21.5	16.0
Private Hsld. Wkrs.	20	4.8	8.2	5.3	6.0	8.5	4.8	4.0	8.9
Service Workers	35	8.4	6.3	19.5	11.1	8.7	8.7	7.9	10.0
Farm Laborers				.1	3.2	21.3			
Laborers (Other)				.5	11.9	17.0	41.2		
Occupations Not Reptd.	32	7.7	54.3	7.5	11.2	10.1	13.5	28.4	13.6
Total Female Experienced Unemployed	415	100.0	9.8	100.0	7.0	6.8	7.5	5.2	9.3
Total Experienced Unemployed	14,254		8.3		6.6	6.4	6.1	4.4	8.1

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